The shooting took place over five days,

"The result is the best commercials we have ever had!"

Yogi Bear invades ShowBiz



Yogi Bear and Boo-Boo perform on stage in Omaha, Colorado Springs and Augusta, Ga.



Melissa Martin announces the Yogi Bear Show on TV in our test markets.

Our restaurants provide a place where parents and their children have fun together. To extend that appeal to both adults and children, our entertainment support department searched for a licensed character for our stage which was recognized by both parent and child.

The result, after almost two years in developmental stages, is a Yogi Bear and Boo-Boo show on stage in Omaha, Colorado Springs and Augusta, Ga. The steps in getting this project completed were endless. In addition to the everyday tasks in tech services and entertainment support, research of numerous characters such as Garfield, Superman, Spiderman and many others was conducted. Yogi was chosen because of his universal appeal to both adults and children. Stan Black, director of technical services undertook a five month negotiation process with Hanna-Barbera, Inc., owner of the Yogi trademark, resulting in their approval for a test period with a system rollout option.

Concurrent with the license negotiations, Paul Linden, director of entertainment support and Jul Kamen, costume support manager, began designing those characters to fit our show's structure. Creative Presentations Inc. (CPI), Chicago, built the initial prototype in April, 1987. After thorough evaluation by the entertainment support team, modifications were made and CPI completed work on the three shows.

Joe Conti, animation producer, geared up the creative teams and began the four month process of writing the script and music for that show. As soon as the recordings were complete, Joe began the arduous task of programming. The voice of Yogi turned into quite a search. After auditioning dozens of good voices, entertainment support decided that to get authenticity in the show, we must use Daws Butler, the "real" Yogi. After seven months of negotiations, Paul Linden finalized the contract and met Daws in Los Angeles to get his lines on tape. The original Boo-Boo voice, Don Messick, was also on that tape.

One of the most interesting facets for our corporate staff was working with talent such as Butler and Messick. Both were true professionals. Interestingly, Butler is about 70 years old. He is also the voices of Cap'n Crunch, Quick-Draw McGraw, Snagglepuss, and Huckleberry Hound.

To promote this show, our advertising agency, Keller Crescent, produced a television commercial, newspaper ad and poster to make the customers aware of Yogi and Boo-Boo at ShowBiz. The end result of these efforts gives us Yogi and Boo-Boo performing on Billy Bob's stage in three units!

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